

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN · LIVERPOOL 31 MEXICO D.F. 06600

ENERO 2007

Servicio Cultural e Informativo

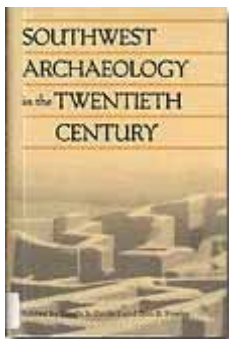
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ARQUEOLOGIA

Southwest archaeology in the twentieth century



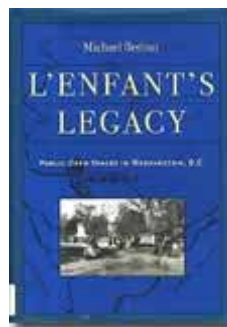
Edited by Linda S. Cordell and Don D. Fowler
Salt Lake City, UT :
University of Utah Press,
2005.

979.033 SOU

Reviews the stories of major archaeological topics of the region during the twentieth century, giving particular attention to the vast changes in southwestern archaeology during the later decades of the century. Included are the huge influence of field schools, the rise of cultural resource management, the uses and abuses of ethnographic analogy, the intellectual contexts of archaeology in Mexico, and current debates on agriculture, sedentism, and political complexity.

ARQUITECTURA

L'Enfant's legacy: public open spaces in Washington, DC

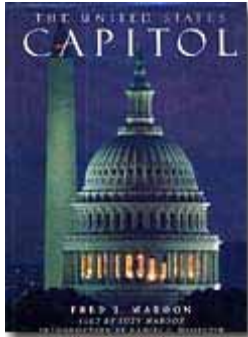


Michael Bednar
Baltimore, MD : Johns
Hopkins University
Press, 2006.

712.509 BED

Explores the public spaces of the nation's capital, examining the context of the surrounding architecture and the roles of the spaces in the changing functional life of the city. Bednar examines the ways in which L'Enfant's innovative plan of 1791, along with later developments, symbolizes and encourages democratic freedoms and traditions.

The United States Capitol



Photographs by Fred J. Maroon ; text by Suzy Maroon
New York, NY : Stewart, Tabori & Chang : Distributor, Workman Pub, 1993.

REF 725.11 MAR

Photographs and text are combined to provide a complete tour of the art and architecture of The Capitol, including The Rotunda, corridors, committee rooms, private offices, sculpture, paintings, porticoes, congressional chambers, and other working areas of the building.

ARTE

Mexican masters : Rivera, Orozco, and Siqueiros : selections from the Museo de Arte Carrillo Gil



Executive director, Carolyn Hill
Oklahoma City, OK : Oklahoma City Museum of Art, 2005.

REF 709.72 MEX

The special exhibitions program of the Oklahoma City Museum of Art focuses on presenting works from other collections, which might not otherwise be seen by its community and to bring great works of international art to his public. In organizing this exhibition, the museum not only acknowledges the significance of this singular collection, but also pays homage to the icons of Mexican painting.

BIBLIOTECOLOGIA

America's libraries change lives [videorecording]

Narrated by Whoopi Goldberg ; written and produced by Jeff Spitz
Chicago, IL : American Library Association, 1999.



V 020 AME

Combining early 20th century immigrant footage with the contemporary experiences of immigrant children, teens, and parents, this insightful film offers a fresh look at the most democratic of all American institutions. Shot on location in libraries from coast to coast, the camera follows ordinary people into the world of public libraries (including a bookmobile). Experiences the hopes, dreams, and hidden dramas that make libraries come alive.

Campaign for America's Libraries highlights [videorecording]

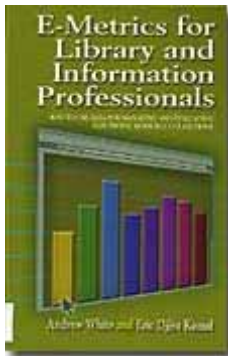
American Library Association
Chicago, IL : American Library Association, 2004.



V 025.11 CAM

Highlights from the American Library Association's "@ your library" campaign shows how ALA has utilized media relations, advocacy efforts, promotion about librarians and library workers, and global outreach to gain national and international visibility.

E-metrics for Library and Information Professionals: How to Use Data for Managing and Evaluating Electronic Resource Collections



Andrew C. White and Eric Djira Kamal
New York, NY : Neal-Schuman Publishers, 2006.

025.284 WHI

Written to bridge the gap between past collection use management and the emerging solutions for

handling virtual collections, since correctly employing of e-metrics can streamline, integrate, and supplement the majority of statistical-gathering efforts.

Marketing library and information services : international perspectives

Edited by Dinesh K. Gupta ... [et al.]
München : K. G. Saur, 2006.

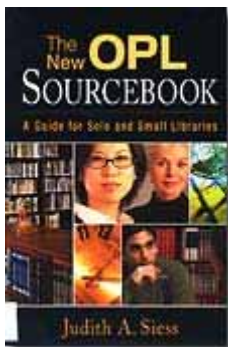


021.7 MAR

This volume brings the whole scattered store of knowledge under one heading and is a treasure on LIS marketing from 47 experts, educators and practitioners from 20 countries, through 40 contributions broadly

divided into six sections.

The new OPL sourcebook : a guide for solo and small libraries



Judith A. Siess
Medford, NJ : Information Today, 2006.

025.197 SIE

This new edition of the essential management guide for small and one-person libraries (OPL's) features a wealth of practical tips,

strategies, and success stories. The author

covers virtually every key topic, and an extensive, annotated directory covers hundreds of useful resources, including organizations, publications, vendors and supplies, discussion lists, Web sites, and more.

Student guide to research in the digital age : how to locate and evaluate information sources

Leslie F. Stebbins
Westport, CT : Libraries Unlimited, 2006.

025.5 STE

The author states that when there is too much information on a topic, the key is to know how to find the most promising information, evaluate it, and use it effectively. Individual chapters in this book provide a step-by-step introduction to research and critical evaluation and specific types of information resources, as well as guidance on such skills as note taking and referencing.



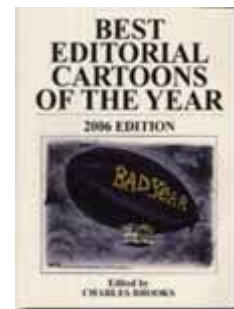
CARICATURA

Best editorial cartoons of the year

Edited by Charles Brookes
Gretna, LA ; St. Albans, 2006.

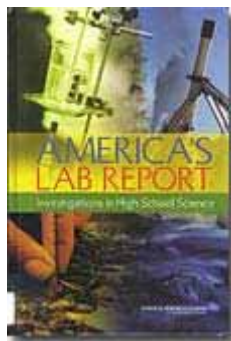
REF 741.597 BES 2006

Contains more than four hundred editorial cartoons by 184 cartoonists. Showcasing a variety of viewpoints, these cartoons survey the mood of the nation on the passing of a pope, a Supreme Court chief justice and a civil rights icon. As always, the political arena proves fruitful, from antiwar protests to the Bush administration's high and lows.



CIENCIA

America's lab report : investigations in high school science



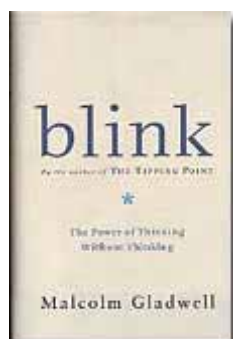
Edited by Susan R. Singer, Margaret L. Hilton and Heidi A. Schweingruber
Washington, DC ; National Academies, 2006.

507.127 AME

This book looks at a range of questions about how laboratory experiences fit into U.S. high schools. With

increased attention to the U.S education system and student outcomes, no part of the high school curriculum should escape scrutiny. This book investigates factors that influence a high school laboratory experience, looking closely at what currently takes place and what the goals of those experiences are and should be.

Blink : the power of thinking without thinking



Malcolm Gladwell
New York, NY : Little, Brown and Co, 2005.

153.4 GLA

How do we think without thinking, about choices that seem to be made in an instant--in the blink of an eye--that actually aren't as simple as they seem? Why are some

people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? And why are the best decisions often those that are impossible to explain to others? Drawing on cutting-edge neuroscience and psychology, the author reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of filtering the very few factors that matter from an overwhelming number of variables.

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

Science, culture and society : understanding science in the 21st century

Mark Erickson
Cambridge : Polity, 2005.

306.45 ERI

Attempts to redress the knowledge gap about what's science and to provide an alternative framework for making sense of science. The book addresses key questions about what science is and how it is carried out, what the relationship between science and society is, how science is represented in contemporary culture, and how scientific institutions are structured.

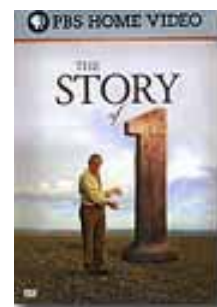


The story of 1 [videorecording]

Produced and directed by Nick Murphy
Alexandria, VA : Distributed by PBS Home Video, 2005.

DVD 513.2 STO

Terry Jones goes on a humor filled journey to recount the amazing tale behind the world's simplest number. Reveals how civilizations used One to develop their culture; where our modern numbers came from; and how the invention of zero changed the world forever.



Window to the sea [videorecording]

Director and producer, John Grant
Alexandria, VA : Distributed by PBS Home Video, 2005.

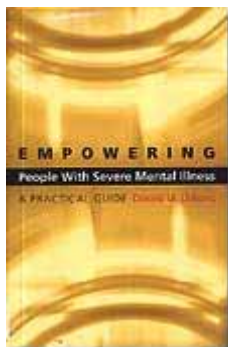
DVD 597.073 WIN

A program about the behind-the-scenes work being done by scientists throughout the four major North American aquariums.



CIENCIAS SOCIALES

Empowering people with severe mental illness : a practical guide



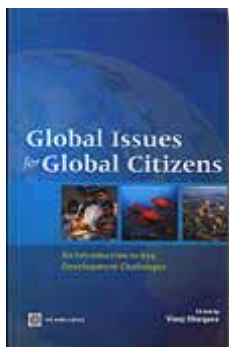
Donald M. Linhorst
New York, NY: Oxford University Press, 2006.

362.204 LIN

First professional guide that operationalizes the theory of empowerment, outlines the conditions under which it is likely to occur, and applies a

practical model for working with people with severe mental illness. Checklist, step-by-step instructions, historical overviews, and vivid examples make this a valuable teaching tool.

Global issues for global citizens : an introduction to key development challenges



Vinay Bhargava, editor
Washington, DC : World Bank, 2006.

337 GLO

Provides a comprehensive overview of the global issues that affect us all. 27 World Bank specialists in the four thematic areas of the economy, human development, the environment, and governance analyze 17 key issues, the underlying forces that affect the issues, controversial aspects and differing points of view, recent actions taken or planned by the international community, and the consequences of inadequately addressing these global problems.

The least developed countries report 2006 : linking international trade with poverty reduction

United Nations Conference on Trade and Development.
New York, NY : United Nations, 2006.

REF 338.9 UNI



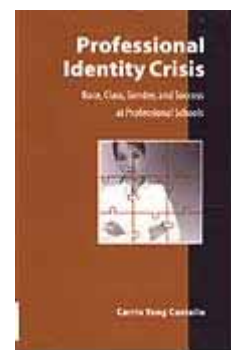
This report is intended as a resource for policymakers in the least developed countries (LDCs) and for their development partners. Part I focuses on recent economic trends in the LDCs and the progress that those countries are making towards achieving the quantitative development targets of the Program of Action for the LDCs. The Overview summarizes the basic policy argument in a nutshell for the busy reader, and then the basic evidence upon which this argument is founded.

Professional Identity Crisis : Race, Class, Gender, and Success at Professional Schools

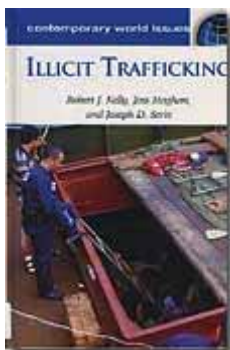
Carrie Yang Costello
Nashville, TN : Vanderbilt University Press, 2005.

378.013 COS

The fact that women and people of color tend to under-perform at professional schools is a source of controversy. Conservatives blame affirmative action, while liberals blame intentional discrimination. The extensive research reported in this book belies both conspiracy theories.



CRIMEN INTERNACIONAL



Illicit trafficking : a reference handbook

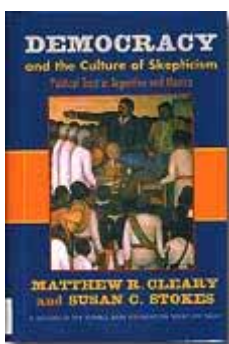
Robert J. Kelly, Jess Maghan, Joseph D. Serio
Santa Barbara, CA : ABC-CLIO, 2005.

364.135 KEL

Seeks to explain the rise and increase in illicit trafficking, its operations and markets, and the various ways in which trafficking is organized. Also examines the political, juridical, and law enforcement responses to these crimes with attention to the approach of many agencies such as Interpol, FBI, etc.

DEMOCRACIA

Democracy and the culture of skepticism : political trust in Argentina and Mexico



Matthew R. Cleary and Susan C. Stokes
New York, NY : Russell Sage Foundation, 2006.

320.972 CLE

Drawing on extensive research in two developing democracies, Argentina and Mexico, the authors

show that in the regions of each country where democracy functions better, people do not trust one another more than those living in regions where democracy functions less well, nor do they display more personal trust in governments or politicians. Instead, in regions where democracy works especially well, people are skeptical about government and believe that politicians act in their constituents' best interests, only when institutions constrain them to do so.

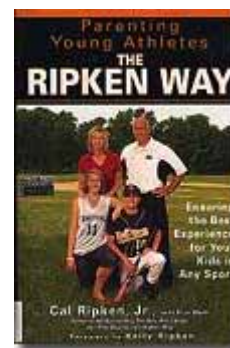
Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

DEPORTES

Parenting Young Athletes the Ripken Way : Ensuring the Best Experience for Your Kids in Any Sport

Cal Ripken, Jr. with Rick Wolff
New York, NY : Gotham Books, 2006.

796.083 RIP



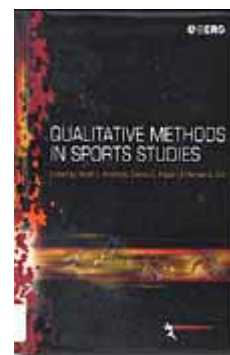
Few athletes embody sportsmanship and class as perfectly as Cal Ripken, Jr. Since he retired from baseball in 2001, Ripken has devoted his time to coaching kids, including his own two children. But Ripken is troubled by what he sees in youth sports: a competitive intensity that removes the element of fun from playing. Drawing from his experiences as a father, a player, and a coach, the legend offers his insights and advice here, including: how an overemphasis on winning can harm your child's game; why it's counterproductive to correct your child's technique during a game; how Ripken's techniques can be applied to other sports; and much more. Showcasing his proven philosophy (keep it simple, explain the "why," celebrate the individual, and make it fun!), Ripken has created a plan that will delight baseball lovers for generations to come.

Qualitative methods in sports studies

Edited by David L. Andrews and Daniel S. Mason
Oxford ; New York : Berg, 2005.

796.072 QUA

Assesses a variety of approaches, ranging from personal narrative to ethnographic and interview-based qualitative research methodologies. Drawing



on the diversity of sports studies literature, contributors outline the major issues and strategies associated with each method, and highlight best practice exemplars to follow.

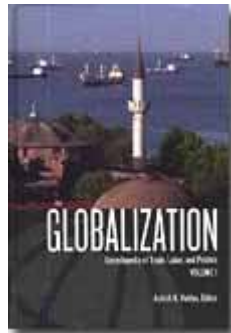
ECONOMIA

Globalization : encyclopedia of trade, labor, and politics

Ashish K. Vaidya,
editor
Santa Barbara, CA :
ABC-CLIO, 2006.

337.03 GLO

Offers over 100 alphabetically organized entries in four major sections: trade and investment issues, major business and economic sector, international blocs and organizations, and other issues to help leaders understand the realities of the globalized economy.



Technology, institutions, and economic growth



Richard R. Nelson
Cambridge, MA :
Harvard University
Press, 2005.

338.9 NEL

The author mounts a full-blown attack on the standard neoclassical theory of

economic growth, which he sees as hopelessly inadequate to explain the phenomenon. His alternative theory posits that economic growth driven by technological advance involves des-equilibrium in a fundamental and continuing way.

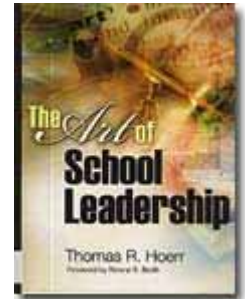
EDUCACION

The art of school leadership

Thomas R. Hoerr
Alexandria, VA : Association for
Supervision and Curriculum
Development, 2005.

371.2 HOE

Offers invaluable advice on running a school. From evaluating teachers to working with parents, from managing meetings to make a difference, the author addresses the challenges of school leadership and shares his proven strategies for success.

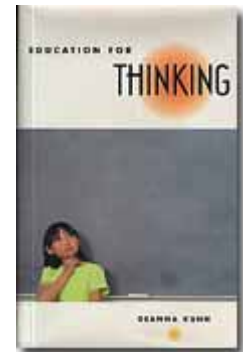


Education for thinking

Deanna Kuhn
Cambridge, MA : Harvard
University Press, 2005.

372.011 KUH

Author argues that teachers should teach students to use their minds well, in school and beyond, and maintains that inquiry and argument should be at the center of a "thinking curriculum" that makes sense to teachers as well as students and develops the skills and values needed for life-long learning.

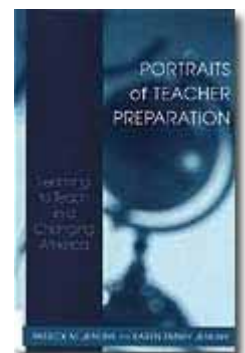


Portraits of teacher preparation : learning to teach in a changing America

Edited by Patrick M. Jenlink,
Karen Embry Jenlink
Lanham, MD : Rowman &
Littlefield Education in
partnership with the Association
of Teacher Educators, 2005.

370.71 POR

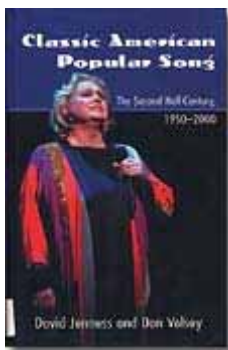
The portraits presented in the chapters explore new ways of learning to teach, set



against the backdrop of a changing America. Present a narrative window that reflects a re-imagining of teacher education as culturally and ethically responsive. The contributors demonstrate an understanding on the need to set aside conventional practices for new mediums of expression and learning and constructing new and alternative pedagogies for learning.

ESTUDIOS AMERICANOS

Classic American Popular Song : the Second Half-Century, 1950- 2000

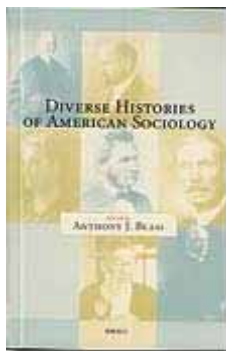


David Jenness & Don Velsey
New York, NY :
Routledge, 2006.

782.421 JEN

Addresses the question:
What happened to
American popular song

after 1950? This book tackles the issue head on, and presents a compelling history of the development of one of our greatest national treasures: American popular song.



Diverse Histories of American Sociology

Edited by Anthony J. Blasi
Boston, MA : Brill,
2005.

301.097 DIV

This volume presents views of American sociology from minority groups and important intellectual movements that did not merge into the mainstream. A first section highlights tension between impartial scientific sociology and scientific social reform. A second section uncovers the experience of female, African American and

Latino pioneers in the field. A third section traces the organizational history of the field, including gendered, racial, regional, and outsider perspectives.

ESTUDIOS DE GENERO

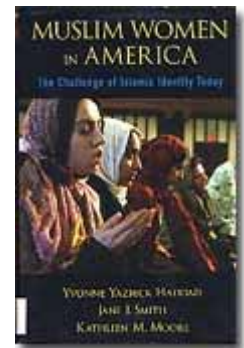
Muslim women in America : the challenge of Islamic identity today

Yvonne Yazbeck Haddad [et al]
New York, NY : Oxford
University Press, 2006.

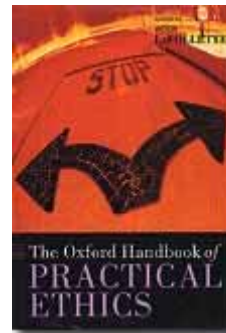
305.48 HAD

Offer a much-needed survey of the situation of Muslim American women, focusing on how Muslim views and experience of gender are changing in the Western Diaspora.

The book investigates Muslim attempts to form a new "American" Islam. Such specific issues as dress, marriage, childrearing, conversion, and workplace discrimination are addressed.



ETICA



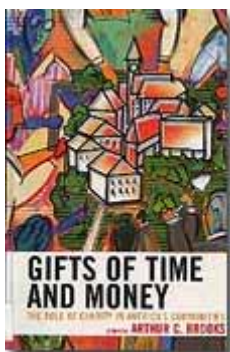
The Oxford handbook of practical ethics

Edited by Hugh LaFollette
New York, NY : Oxford
University Press,
2005.

REF 170 OXF

Includes 28 original essays by an outstanding international team, designed for professionals and graduate students, to provide a handbook where every chapter provides the relevant background and gives a sense of the main moves and main participants in that debate, while also advancing that debate.

FILANTROPIA



Gifts of time and money : the role of charity in America's communities

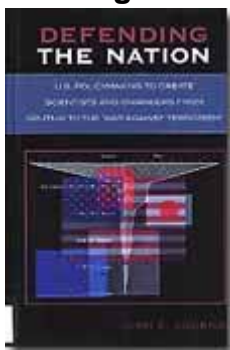
Edited By Arthur C. Brooks
Lanham, MD :
Rowman & Littlefield,
2005.

302.14 GIF

What mobilizes giving and volunteering?
What are the characteristics of communities that are engaged and those that are not?
What can policymakers and nonprofit managers do to change the current landscape in places with low levels of participation? These are the questions this timely collection of essays address.

GOBIERNO

Defending the Nation : U. S. Policymaking to Create Scientists and Engineers From Sputnik to the 'War Against Terrorism'



Juan C. Lucena
Lanham, MD :
University of America
Press, 2005.

355.033 LUC

Is a cultural history of science and engineering (S&E) policymaking in the United States from World War II to the post 9/11 era. It examines aspects of S&E policy related to education and industry through both historical and future perspectives.

UN global e-government readiness report : from e-government to e-inclusion, 2005

New York, NY :
United Nations,
Department of
Economic and Social
Affairs, 2006.

REF 352.3 UNG

Assesses the e-government readiness of the 191 Member States of the UN according to a quantitative composite index of e-readiness based on website assessment telecommunication infrastructure and human resource endowment.



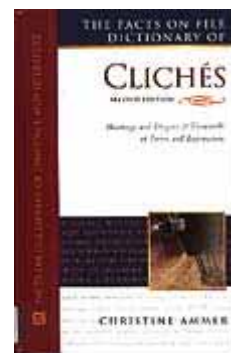
IDIOMA INGLES

The Facts on File dictionary of clichés

Christine Ammer
New York, NY : Facts on
File, 2006.

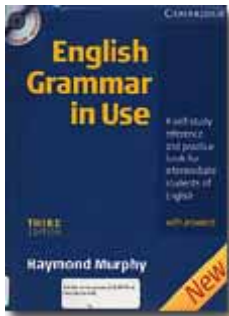
REF 423.1 AMM

Is the largest, more comprehensive, and most entertaining reference of its kind. This edition contains approximately 500 new entries, including many from the business world, from the military, and from popular culture. Each entry includes the meaning of cliché, its origin and early uses, with examples, its development and history and its present-day usage.



English grammar in use : a self-study reference and practice book for intermediate students of

English : with answers



Raymond Murphy
Cambridge, UK :
Cambridge University
Press, 2004.

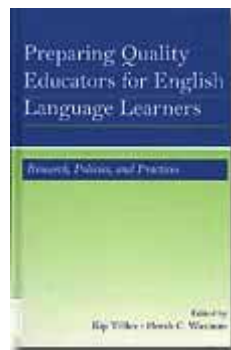
428.007 MUR

This new edition offers the same easy to use format, is ideal for self-study, has nine completely new units, and has a wealth of additional exercises for extra contrasting practice, including hundreds of practice exercises and guides.

Preparing quality educators for English language learners : research, policies and practices

*Edited by Kip Téllez,
Hersch C. Waxman*
Mahwah, NJ : L.
Erlbaum Associates,
2006.

418.007 PRE



Brings together a broad range of academics, school-based educators, and policymakers to address research, policy, and practice issues related to improving the education of English language learners in U.S. schools today. The focus is on the quality of preparation and development of pre-service and in-service educators.

INTERNET

The Culturally Customized Web Site : Customizing Web Sites for the Global Marketplace

*Nitish Singh, Arun
Pereira*
Burlington, MA :
Elsevier
Butterworth-
Heinemann, 2005.

025.04 SIN



Focus on cultural aspects of international web site design, with three main objectives; first, to present a review and survey results on standardization/localization issues on the web, second, to offer a scientifically tested framework to design culturally customized web sites, and third, to show the power and effectiveness of cultural customization in web design.

LITERATURA

The public life of privacy in nineteenth-century American literature

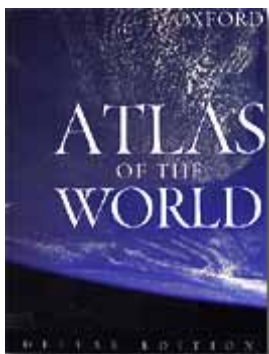
Stacey Margolis
Durham, NC : Duke
University Press, 2005.

813.309 MAR

The author challenges the idea that nineteenth-century American culture was dominated by an ideology of privacy that defined subjects in terms of their intentions and desires. She reveals how writers from Nathaniel Hawthorne to Henry James depicted a world in which characters could only be understood through their publications.



MAPAS



Atlas of the world

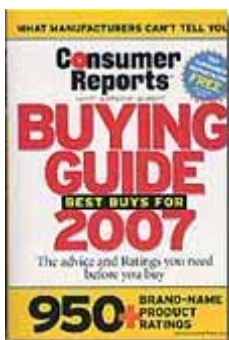
New York, NY :
Oxford University
Press, 2005.

REF 912 ATL

This Atlas includes:
280 pages of
political and

topographic mapping, updated content with the latest changes in the past year including five new airports around the globe, new provinces in Indonesia and Afghanistan, name changes in Greece, South Africa and South Korea, and the dramatically reduced surface area of the shrinking Aral Sea.

MERCADOTECNIA



Consumer Reports buying guide : best buys for 2007

*Consumer Reports
Magazine*
Yonkers, NY :
Consumers Union,
2006.

REF 381.33 CON

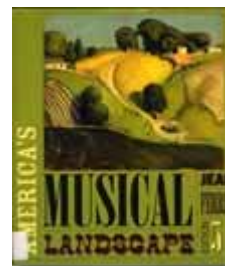
Handy one-stop source for making intelligent, informed, money-saving purchases for all your home and personal needs. Consult it before you shop and bring it to the store to help you compare brands.

MUSICA

America's musical landscape

Jean Ferris
Boston, MA : McGraw-
Hill, 2006.

780.973 FER



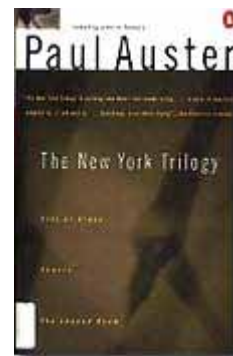
This comprehensible yet accessible text addresses the broad range of music in the United States from early periods to today. Frequent connections to other arts, particularly the visual arts, add to the book's appeal and enhance understanding of core musical concepts. The text also offers an elegant and readable introduction to the fundamentals of music.

NOVELAS

The New York trilogy : City of glass ; Ghosts ; The locked room

Paul Auster
London : Penguin Books,
1990.

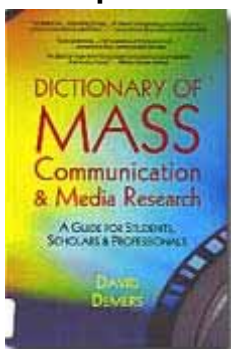
F AUS



In "City of Glass", a writer of detective stories became enmeshed in a case more puzzling than any he might have written; "Ghosts" is the story of a student that is hired to spy on a man who spies on him in return; "The Locked Room" tells the story of a disappeared writer and about his friend, who is lured obsessively into his life.

PERIODISMO

Dictionary of mass communication & media research : a guide for students, scholars, and professionals



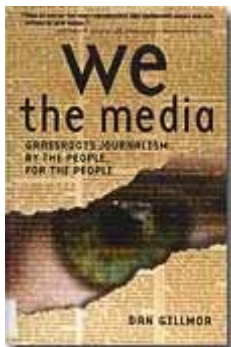
David Demers
Spokane, WA :
Marquette Books, 2005.

REF 302.23 DEM

Provides readable, easy-to-understand definitions of more than 1,400 terms and concepts associated

with the seven traditional mass media, new media and the Internet, history of mass media, media law and ethics, media research methods and statistics, advertising and public relations, global media, major media theories, and prominent media professionals and scholars.

We the media : grassroots journalism by the people, for the people



Dan Gillmor
Beijing ; Sebastopol, CA :
O'Reilly, 2006.

302.23 GIL

Tells the story of how Internet has changed Big Media's monopoly on the news and sheds

light on the deep shift in how news are made and consumed. Shows how anyone can produce news coverage using personal blogs, Internet chat groups, email, and a host of other tools.

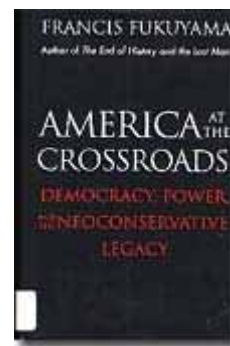
POLITICA EXTERIOR

America at the crossroads : democracy, power, and the neoconservative legacy

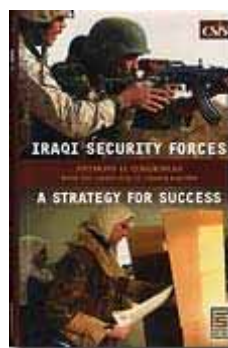
Francis Fukuyama
New Haven, CT : Yale
University Press, 2006.

327.73 FUK

Francis Fukuyama's criticism of the Iraq war put him at odds with neoconservatives both within and outside the Bush administration. Here he explains how, in its decision to invade Iraq, the Bush administration failed in its stewardship of American foreign policy, in making preventive war the central tenet of its foreign policy, in misjudging the global reaction to its exercise of "benevolent hegemony," and in failing to appreciate the difficulties involved in large-scale social engineering. Providing a history of neoconservative thought since the 1930s, Fukuyama argues that the movement's legacy is a complex one that can be interpreted quite differently than it was after the end of the Cold War. He proposes a new approach to American foreign policy, in which the positive aspects of the neoconservative legacy are joined with a more realistic view of how to use American power around the world.--From publisher description.



Iraqi security forces : a strategy for success



Anthony H.
Cordesman
Westport, CT :
Praeger Security
International, 2005.

956.704 COR

Documents both the initial mistakes and the changes in U.S. policy that now offer real hope of success in Iraq. The author sets a

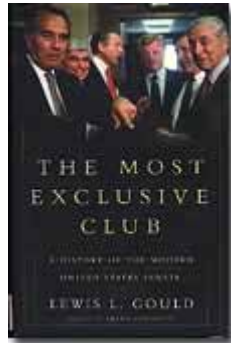
number of U.S. policy priorities that must be achieved if Iraqi forces are to be trained at anything like the levels of strength and competence that are required.

POLITICA Y GOBIERNO

The most exclusive club : a history of the modern United States Senate

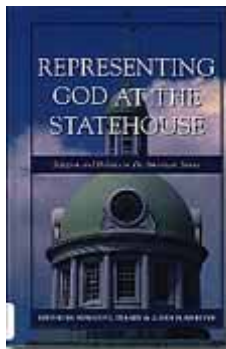
Lewis L. Gould
New York, NY : Basic Books, 2005.

328.73 GOU



Chronicles over one hundred years of Senate history, from the Progressive Era to the war in Iraq. In addition to outsized figures of politics, the author also highlights the stories of lesser-known Senate Leaders who have played vital roles in America's upper house.

Representing God at the statehouse : religion and politics in the American states



Edited by Edward L. Cleary & Allen D. Hertzke
Lanham, MD : Rowman & Littlefield Publishers, 2006.

322.1 REP

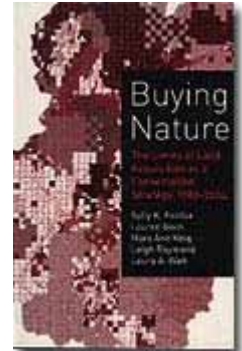
This volume provides the first systematic view of religion and politics at the state level. It explores the lobbying efforts of churches and other religious organizations in different States where disputes are good examples of major issues being addressed in state politics, such as textbook adoption, teaching evolution, abortion, school vouchers, and similar issues.

POLITICAS PUBLICAS

Buying Nature : the Limits of Land Acquisition as a Conservation Strategy, 1780-2004

Sally K. Fairfax. [et al.]
Cambridge, MA : MIT, 2005.

333.73 BUY



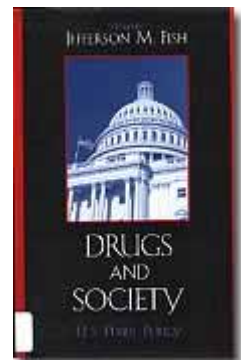
Chronicles the evolution of land acquisition as a conservation strategy in the United States since the late 1700s and provides a critical assessment of both public and private land acquisition efforts. This book combines political, legal and constitutional, and economic history with rich case studies of land conservation and quantitative analyses of acquisitions over time to provide a new and distinctive perspective.

Drugs and society : U.S. public policy

Edited by Jefferson M. Fish
Lanham, MD : Rowman & Littlefield Publishers, 2006.

362.29 DRU

Shows us that the mistake made with alcohol prohibition, creating a huge black market, crime and corruption, is the same mistake repeated for decades with drug policy. This book presents a lot of thought-provoking information and helps to distinguish between different substances and think about policy alternatives.



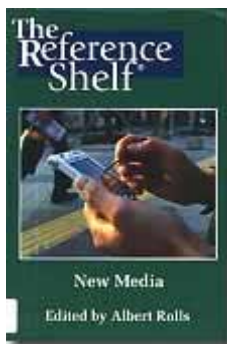
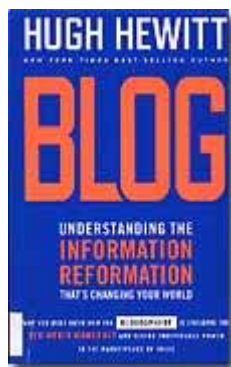
TECNOLOGIAS DE LA INFORMACION

Blog : Understanding the information reformation that's changing your world

Hugh Hewitt
Nashville, TN :
Nelson Books, 2005.

006.7 HEW

The term "blog" is short for Web log, an online site with time-dated postings, maintained by one or more posters, that features links and commentary. Until now, no influential blogger has written a definitive book about this phenomenon, but in this one, the author helps you position yourself and your organization at the forefront of this information reformation.



New media

Edited by Albert Rolls
Bronx, NY : H.W.
Wilson, 2006.

006.7 NEW

Explores the transformations brought about by the new media. The first

section offers a general consideration of recent developments; second section turns to the world of publishing, where blogging has played a major role in making the new media a relevant force; the next chapter considers the new media's impact on the entertainment industry and how corporate and private entities compete for the attention of consumers; finally, fourth and fifth chapters look at the notion of media in a broader sense and examine the possibilities that new technologies have created for students and educators, as well as the new forms of social interaction that have developed online.